MAINE: POPULATION PROFILE

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
MAINE	1,227,928	1,274,923	1,300,832	1,344,983
MEDIAN AGE (YRS)		38.5	39.6	41.3
HISPANICS (ANY RACE)		9,360	10,224	11,924
STATE'S PERCENTAGE		0.73%	0.79%	0.89%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		1,236,014	1,258,244	1,296,863
STATE'S PERCENTAGE		96.95	96.73	96.42
MEDIAN AGE (YRS)		38.9	40.1	41.9
BLACK/AFRICAN-AMERICAN		6,760	7,813	8,892
STATE'S PERCENTAGE		0.53	0.60	0.66
MEDIAN AGE (YRS)		23.2	23.2	23.2
AMERICAN INDIAN/NATIVE		7,098	7,752	8,465
STATE'S PERCENTAGE		0.56	0.60	0.63
MEDIAN AGE (YRS)		29.1	29.0	29.2
ASIAN		9,111	10,010	11,364
STATE'S PERCENTAGE		0.71	0.77	0.84
MEDIAN AGE (YRS)		28.8	29.0	29.6
HAWAII/PACIFIC ISLANDER		382	412	484
STATE'S PERCENTAGE		0.03	0.03	0.04
MEDIAN AGE (YRS)		31.7	31.8	32.8
OTHER		2,911	3,310	3,976
STATE'S PERCENTAGE		0.23	0.25	0.30
MEDIAN AGE (YRS)		22.3	22.3	22.5
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL		 	91,925 489,741 719,166	93,548 505,570 745,865

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

MAINE:	EXPEND	DITURES
--------	--------	---------

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$40,990		
PER CAPITA	\$21,884		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$19,518,443,000	\$24,617,139,000	26.12%
FOOD AT HOME TOTAL	\$2,580,587,600	\$2,967,346,300	14.99%
FOOD AWAY FROM HOME TOTAL	\$2,021,759,400	\$2,540,965,000	25.68%
FOOD AS % OF TOTAL EXPENDITURES	23.58%	22.38%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$508,004,000	\$589,750,400	16.09%
FISH & SEAFOOD PRODUCTS	\$45,409,700	\$52,323,600	15.23%
FRUITS & VEGETABLES	\$281,799,400	\$319,356,200	13.33%
DAIRY PRODUCTS	\$298,886,000	\$343,466,000	14.92%
BAKERY PRODUCTS	\$300,203,400	\$334,942,700	11.57%
CEREALS & PRODUCTS	\$145,737,600	\$169,935,000	16.60%
PREPARED FOODS	\$383,149,000	\$444,932,300	16.13%
JUICES	\$74,173,500	\$84,613,000	14.07%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$139,829,400 \$60,711,100 \$79,118,300	\$195,091,600 \$81,846,000 \$113,245,600	39.52% 34.81% 43.13%
LUNCH FAST FOOD FULL SERVICE	\$501,143,500 \$305,446,300 \$195,697,200	\$627,738,900 \$372,594,700 \$255,144,200	25.26% 21.98% 30.38%
DINNER FAST FOOD FULL SERVICE	\$729,910,600 \$299,404,800 \$430,505,700	\$935,966,500 \$366,708,500 \$569,258,000	28.23% 22.48% 32.23%

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

## Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$943	\$1,030	9.23%
POULTRY	\$290	\$318	9.66%
EGGS	\$43	\$46	6.98%
	•	, ,	
FISH & SEAFOOD			
FRESH	\$39	\$42	7.69%
FROZEN	\$27	\$31	14.81%
CANNED	\$18	\$18	0.00%
FRUITS / VEGETABLES			
FRESH	\$360	\$386	7.22%
CANNED	\$81	\$89	9.88%
FROZEN	\$64	\$65	1.56%
OTHER	\$19	\$18	-5.26%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$174	\$185	6.32%
CHEESE	\$151	\$156	3.31%
ICE CREAM	\$90	\$97	7.78%
BUTTER / MARGARINE	\$51	\$61	19.61%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$441	\$464	5.22%
COOKIES	\$79	\$82	3.80%
CRACKERS	\$37	\$39	5.41%
CEREALS & PRODUCTS			
CEREALS & PRODUCTS  CEREALS	\$163	\$172	5.52%
PASTA PRODUCTS	\$52	\$59	13.46%
FLOUR & MIXES	\$39	\$46	17.95%
RICE	\$17	\$20	17.65%
	•	<del></del> -	
PREPARED FOODS			
SNACKS/CHIPS	\$122	\$139	13.93%
JUICES	\$138	\$148	7.25%
FROZEN/PREP. OTHER	\$82	\$95	15.85%
SOUPS	\$64	\$74	15.63%
SAUCES & GRAVIES	\$64	\$63	-1.56%
BABY FOOD	\$41	\$44	7.32%
FROZEN MEALS	\$32	\$37	15.63%
NUTS	\$32	\$34	6.25%
SALADS	\$25	\$29	16.00%

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch**